Three biggest Challenges (almost like real estate)

- **Enterprise:**
  - In Line: Affecting business processes
  - Key Challenge: process monetization more important than ad monetization

- **Enterprise:**
  - In Context: On Business Objects
  - Key Challenge: how to build business objects, and what does “good customers” as a search mean?

- **Enterprise:**
  - On All data: Web pages, email, html, call center records, transactions, reports, …
  - Tons of Key Challenges: An example: what is OLAP on text documents?

- Going from DWIS to DWIM, from Search to Discovery